M B A

Master of Business Administration

WEST VIRGINIA WESLEYAN COLLEGE

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Graduate Bulletin

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West Virginia Wesleyan College

MASTER OF BUSINESS ADMINISTRATION

PROSPECTUS

Since 1890 West Virginia Wesleyan College has served the educational needs primarily of West Virginia, Pennsylvania and the eastern seaboard states. U.S. News and World Report listed Wesleyan as one of "America's Best Colleges" (Nov. 25, 1985, survey), and the business major was mentioned specifically as our most popular degree program. Recognizing that at no other time in history has the management function been more important than it is today and capitalizing on our strong undergraduate business program, Wesleyan offers a master of business administration degree.

Although our M.B.A. Program centers on basic disciplines such as accounting, economics and marketing, we do not pretend to develop functional expertise in these areas. Rather, we seek to prepare men and women for positions of leadership and responsibility by providing them with the knowledge, skills and attitudes required to be effective managers under conditions of change and uncertainty. Managers must be both responsive and adaptive to changes affecting their organizations if they are to provide the leadership necessary to compete successfully in an increasingly complex and dynamic society. Special emphasis is placed on developing problem-solving and decision-making abilities.

We are committed to a concern for individuals and the issues that surround them in society. The liberal arts concept, as well as the applied arts concept, is evident in our program. Our broad, integrated curriculum reflects our belief that M.B.A. graduates should be generalists with a fundamental knowledge of business functions and capable of applying these functions in a changing environment.

THE PROGRAM

Wesleyan's M.B.A. Program is designed for all students, regardless of their undergraduate major. It is a 36-hour course of study that can be completed in 11 months of full-time study or, if one wishes, on a part-time basis. Of the 36 hours, 27 hours are required courses. Classes are arranged to accommodate the professional career of the

student who wishes to pursue a course of study while maintaining full-time employment. Each class meets once a week, Monday through Thursday evenings, or on Saturday morning. Undergraduate prerequisite courses are offered at these times, or on audio cassette tapes. Two summer sessions offer additional options, each class meeting two nights a week.

ADMISSIONS POLICY

Applicants must:

1. Earn a baccalaureate degree from an accredited college or university. They must submit transcripts from all undergraduate and graduate colleges previously attended to the M.B.A. director.
2. Complete and return the application form with the $15.00 application fee to the M.B.A. office.

3. Submit an official report of the Graduate Management Admission Test (GMAT), or arrange to take the test prior to the completion of 12 hours of graduate study. The test is offered on campus twice each year.
4. Submit a satisfactory score (500) on the Test of English as a Foreign Language (TOEFL) if he or she is an international student whose native tongue is not English.
5. Interview with the director of the M.B.A. Program.

The selection of students into the Master of Business Administration Program is determined by the M.B.A. Admission Committee. Several factors will be evaluated as part of the admission process:

1. Applicant's overall G.P.A. in his undergraduate program.
2. Overall GMAT score.
3. Professional attainment -- evidence submitted on application form or on a current resume.
4. Quality of M.B.A. work completed while a provisional (special) student.

The curriculum of the M.B.A. Program requires that students have a basic knowledge of business. Required undergraduate courses* are:

	Semester Hours
Principles of Accounting	6
Principles of Management	3
Principles of Marketing	3
Principles of Economics	3
Statistics	3
Total	18

* Credit based on professional experience may be granted for the above courses. Request for such should be made to the director of the M.B.A. Program and approved by the M.B.A. Admissions Committee.

Applicants who have not met the minimum undergraduate course requirement will be considered for provisional admission to the program until this requirement is satisfied. Certain core undergraduate courses may be taken the same semester as M.B.A. courses. However, candidates must complete all of the undergraduate core courses by the time they have earned 12 hours of M.B.A. credit.

TRANSFER CREDITS

A student is permitted to transfer from another graduate school a maximum of nine semester hours of appropriate graduate credit provided grades earned are "B" or better. The courses must have been completed within the last five years. The request for transfer of credits must include an official transcript and a copy of the official catalog course description.

TIME LIMITS

Students must complete all course requirements for the M.B.A. degree within seven years. The period begins with the date of enrollment in the first M.B.A. course and ends with the last hours applied toward the degree.

AUDITING COURSES

Persons who do not wish to receive college credit or who do not meet minimal admission requirements may register for a course on an audit basis. The audit fee is one half the normal graduate cost. Audit classes cannot later be changed to a credit standing.

ACADEMIC STANDARDS

Students are expected to do superior work and must maintain a "B" (3.0) average in all credits taken in the graduate program to remain in good standing. If a student earns more than six hours of "C" work, or three hours of a lower grade, he is subject to dismissal from the program. He may appeal his case by requesting the M.B.A. Academic Standing Committee to review it if he believes unusual circumstances prevailed.

CENTER FOR CAREER SERVICES

Wesleyan's Center for Career Services assists students in preparing for their move beyond academe and into the work place. Whether M.B.A. students are seeking a career change or returning to the work force, counselors are available to assist in assessing their interests and skills.

Career seminars on resume writing and interviewing are held during the school year. The staff will work with students in developing "career papers" and assist them in presenting their strengths and highlighting their accomplishments so these can be brought to the attention of employers in a most persuasive manner.

TUITION AND FEES

All tuition, fees, and other charges are established by the College and are subject to change without prior notice. The schedule of tuition and fees for the 1989-1990 academic year is as follows:

Tuition (per semester credit hour)	$185.00
Audit Fee (per semester credit hour)	92.50
Application Fee	15.00
Graduation Fee	40.00

CURRICULUM

The following courses are required of all candidates:

		Semester Hours
BA 500	Advanced Managerial Accounting	3
BA 515	Financial Management	3
BA 520	Operations Management	3
BA 530	Marketing Management	3
BA 540	Business Research & Forecasting	3
BA 545	Statistical Methods	3
BA 570	Managerial Economics	3
BA 585	Business and Society	3
BA 595	Business Policy	3
	Electives	9
	Total	36

Students must select three of the following courses* as their electives:

		Semester Hours
BA 505	Financial Accounting	3
BA 523	Organizational Behavior	3
BA 525	Human Resources Management	3
BA 548	Operations Research	3
BA 560	Management Information Systems	3
BA 580	Global Economic Restructuring	3
BA 581	Business and Public Policy	3
BA 583	Personal Investment Strategy	3
BA 584	Productivity Software Systems for Managers	3
BA 590	Executive Communications	3

*Additional elective courses may be available during a given semester. Students should refer to the current schedule of classes.

DESCRIPTION OF INSTRUCTIONAL OFFERINGS

BA 500 ADVANCED MANAGERIAL ACCOUNTING
Students will study special topics in cost accounting such as budgeting, profit plan control, tax planning, inventory control, with special emphasis on decision models. Cash forecasting, modeling the financial aspects of the firm, and analyzing the financial statements for investment decisions also will be covered. Readings and cases will be used throughout the course.
Prerequisites: Accounting I, II; also BA 505 if there was a considerable time gap between Accounting I and II and the present without professional accounting experience.

BA 505 FINANCIAL ACCOUNTING
Students are exposed to the rationale for, and implications of, important accounting concepts and accounting procedures so they can interpret, analyze, and evaluate financial statements. The use and importance of financial statements in the managerial decision-making process is emphasized.
Prerequisites: Accounting I, II.

BA 515 FINANCIAL MANAGEMENT
Students will study the development of financial management issues of a corporation. These include the analysis of various financial models to improve existing short- and long-term asset management and the cost of obtaining new capital for expansion through debt or equity issues. Specific topics include the importance of budgeting techniques in decision making, and the role of leverage and its impact on a corporation.
Prerequisites: Accounting I, II.

BA 520 OPERATIONS MANAGEMENT
A study of the structure and behavior of an organization in relationship to planning, organizing, staffing, leading, and controlling from the system perspective. Quantitative techniques, as well as creativity, are considered as methods of solving problems and making managerial decisions.
Prerequisites: Principles of Management.

BA 523 ORGANIZATIONAL BEHAVIOR

A study of the development of effective work groups in business from both intrapersonal and interpersonal relationships. The individual's personal (intrapersonal) relevance is probed through the study of perception, motivation, learning, attitude and stress. Interpersonal communication, problem-solving, influence, and power are discussed. Exercises, observation schemes, and conceptual models will be employed for understanding this experiential course.

Prerequisite: BA 520

BA 525 HUMAN RESOURCES MANAGEMENT

A study of the process of bringing people and organizations together so the goals of each are met. Emphasis is on the growing need to link strategic planning of the organization with human resource planning.

Prerequisite: BA 520

BA 530 MARKETING MANAGEMENT

A study of the role of the marketing function and its problems from management's viewpoint. Consumer behavior, indentification and measurement with relevance to market segmentation, and product positioning are examined. In addition, the student will analyze the market mix (product, pricing, distribution and promotion). The student will be placed in both oral- and written-involvement situations through examinations, written reports, case studies, and in-class presentations.

Prerequisite: Principles of Marketing.

BA 540 BUSINESS RESEARCH AND FORECASTING

A study of the source and uses of business data, exploring the methodology of research design and execution including: the scientific approach, descriptive versus causal studies, data collection, questionnaire design, sampling theory, data compilation and interpretation variance analysis, extrapolation, and the writing and presenting of business research findings. Emphasis is on the practical uses of business research in decision making.

Prerequisite: Should be taken as one of the first M.B.A. courses.

BA 545 STATISTICAL METHODS

A study of the statistical models, probability distributions, hypothesis testing, regression, transformation, analysis of variance, chi-square and split-plot experimental designs, planned and unplanned multiple and orthogonal comparisons, time series analysis and forecasting. Computer software analysis of case materials is used.
Prerequisite: Statistics.

BA 548 OPERATIONS RESEARCH

A study of the application of operation research/management science techniques applied to the management decision process. Topics include: decision theory, decision trees, linear programming, dynamic programming, transportation models, queuing theory, simulation, network analysis, and inventory models. Emphasis is on the practical application of management science tools to solve realistic problems via the micro-computer.
Prerequisite: Advise BA 545.

BA 560 MANAGEMENT INFORMATION SYSTEMS

An examination of the impact of computer technology on the management of resources. Topics include: computer management applications, information management, system performance, system planning, selection, implementation, and evaluation from a managerial prospective. Presentations and case analysis using current software packages for decision analysis, modeling, and data storage and retrieval are used.
Prerequisite: None.

BA 570 MANAGERIAL ECONOMICS

A study of the principle uses of economic theory in managing the firm. The course is designed to develop the ability to apply economic analysis to the solution of problems faced by business management and to improve the understanding of both the economic basis for business policies and of key economic concepts that can serve as a framework for business decisions. The student will study how, in terms of economics and sometimes legal background, business firms make decisions on price, output, investment, and related matters, and some of the consequences of such decisions.
Prerequisite: Principles of Economics; Statistics should be heavily considered.

BA 580 GLOBAL ECONOMIC RESTRUCTURING

An examination of fundamental global economic changes and the corresponding role of a corporation. The United States economy is compared with the Japanese, European, and Third World economies. Policy implications for business and government are examined.

Prerequisite: None.

BA 581 BUSINESS AND PUBLIC POLICY

A study of the interaction between the executive and legislative branches of the government and business in the United States and other countries in a macroeconomic context. The examination of the impact of government's fiscal and monetary policies on the economy in general and business in particular.

Prerequisite: Principle of Economics.

BA 583 PERSONAL INVESTMENT STRATEGY

A study of the practical application of concepts applicable to investing and personal financial planning. Consideration will be given to some of the different investment opportunities present in the United States today. The primary emphasis will be the "stock market." The goal will be to set forth investment principles so that the student can apply them to maximize return and minimize risk.

Prerequisite: None.

BA 584 PRODUCTIVITY SOFTWARE SYSTEMS FOR MANAGERS

Students will study how to use computer-based information processing systems. Emphasis will be on capturing the way these information systems support the operations and decision-making processes in organizations. The focus also will be on the practical aspect or hands-on experience in using computers and the productivity software. Students will be exposed to two types of computer systems; viz., the mainframe VAX system and personal computers (PCs). Students will be able to relate the concepts they learn in this course to real-life situations. Some of the productivity software systems introduced in this course will be: word processing, spreadsheets, data base management systems, graphics, etc. No previous experience in using computers is required.

Prerequisite: None.

BA 585 BUSINESS AND SOCIETY

A study of the ethical core of managerial problems: how ethics is used against business; ethics and free-market ideology; the competitive advantage of ethics-based thinking; uncovering organizational ground rules; breaking the gridlock of competing interests; three ethical conceptual "tools"; resolving conflicts between business ethics and public ethics; why organizations should have weak cultures and strong ethics; purpose, creativity, and responsibility. Extensive use is made of case studies and student presentations throughout the course.

Prerequisite: None.

BA 590 EXECUTIVE COMMUNICATIONS

Students are exposed to the implications and importance of clear, correct, and coherent communication in the business environment. Oral presentations and the writing of effective letters, memos, and reports are emphasized.

Prerequisite: Advise Composition Course.

BA 595 BUSINESS POLICY

The capstone course for the master's candidate designed to integrate the functional areas of accounting, finance, management, and marketing. It is patterned after the Harvard case method. Out-of-class reading, analysis, study group interaction, and written communication are required. Panel discussions and oral reports are required.

Prerequisite: BA 500, 515, 520, 530, 570.

West Virginia Wesleyan College does not discriminate on the basis of race, color, sex, age, handicap, creed, religion, and national or ethnic origin in the administration of its educational programs, admission policies, financial aid programs, athletics, co-curricular activities, or college administered programs.

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Enrichment For Your Future

Director, M.B.A. Program
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